

Express shipments only.

P.O.B. Lebanon, Ohio.

The tremendous sales appeal of our new packages for Potted Bulbs and Plants will greatly increase your plant and bulb sales. The bulbs will be shipped while the sprout is quite small to eliminate growing too rapidly in the package. Package Size $5\frac{1}{2}'' \times 8\frac{1}{2}''$.

Stock No.	Item	Order Case Lots Only			
		Per Pkg.	Number Per Cs.	Per Case	Approx. Weight
PB 1	HYACINTHS ONLY 32 Pink-25 Blue-15 White	.15	72	10.80	24 lbs.
PB 2	TULIPS ONLY 50 Red-22 Yellow	.14	72	10.08	24 lbs.
PB 3	DAFFODILS ONLY	.13	72	9.36	24 lbs.
PB 123	COMBINATION CASE 50 Hyacinths-12 Tulips-10 Daffodils	.14 $\frac{1}{2}$	72	10.44	24 lbs.

SHIPPING DATE: Dec. 24-Mar. 10.

"EASY TO GROW" BULB PACKAGES

Bulbs and special growing soil combined for fast sales. These new packages met with outstanding success last year. The idea is terrific with extra large bulb ($1\frac{1}{2}''$ to $2''$) packed in beautiful lithographed cartons, size $5\frac{1}{2}'' \times 8\frac{1}{2}''$, together with special mixture of growing soil. All customer needs to do is fill a 4" pot with the soil, plant the bulb and follow complete directions. Shipping date: Jan. 15- Mar. 15

PB 5	BELGIAN BECONIAS The popularity of the Tuberous Rooted Belgian Begonia is tremendous.	.21	36	7.56	23 lbs.
PB 6	TROPICAL CALADIUMS Fancy Leaved Caladiums are easy to grow when directions are followed.	.21	36	7.56	23 lbs.
PB 56	COMBINATION CASE 18 Begonias-18 Caladiums	.21	36	7.56	23 lbs.
PB 8	HYACINTHS - 2 BULBS Shipping date: Jan.15-Feb.15. Hyacinths are the most popular bulb for indoor growing.	.21	36	7.56	23 lbs.
PB 568	COMBINATION CASE Shipping date: Jan.15-Feb.1. 12 Begonias - 12 Caladiums 12 Hyacinths	.21	36	7.56	23 lbs.
PB 7	ORIENTAL ORCHID Shipping date: Jan.15-Mar.15 Orchid bulbs will bloom in 8 to 12 weeks and the average will produce five to seven blooms on a stem.	.21	36	7.56	23 lbs.

NEW

WINDOW SILL BULBS



Display card in full color in every case.

ORDER THIS ITEM HEAVY We Say It's Terrific!

Tips of the bulbs come up through the holes in the cover, so that the bulbs remain planted in proper growing position and easily seen for inspection by customer. Each variety requires different amounts of water in starting. This is given in directions on every planter.

BEST SELLING ASSORTMENT

18 Paper White Narcissus

9 Yellow Narcissus

12 Amaryllis

9 Hyacinths

48 to case

3 bulbs to planter

3 bulbs to planter

1 bulb to planter

2 bulbs to planter

Weight 21 lbs.

Shipments start November 1st.

Shipments travel via motor freight except in coldest weather.

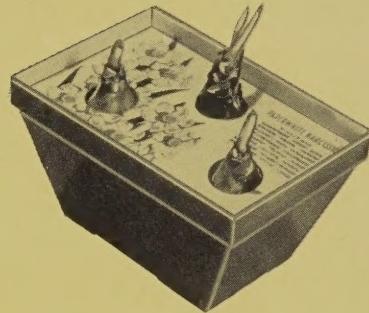
4 EASY-TO-GROW EASY-TO-SEE VARIETIES

Pre-planted in bulb fibre in colorful plastic containers (3 1/2" x 5 3/4" x 2 3/4")

Just Add Water — Follow Directions and
WATCH THEM BLOOM!

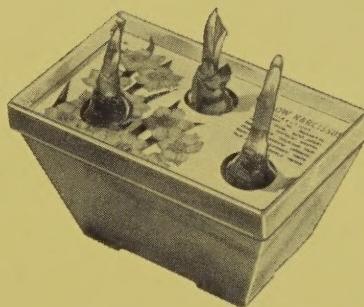
Paper White Narcissus 3 bulbs to planter

Just add water and my
dainty flowers appear,
In just a few weeks with
fragrance and cheer.



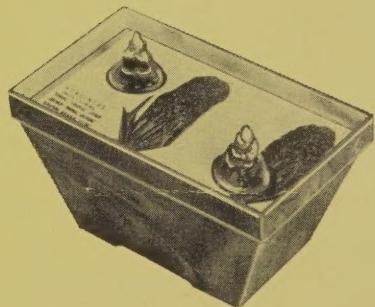
Yellow Narcissus 3 bulbs to planter

My golden flowers are
delightful to see,
All you need do is just
water me.



Hyacinths 2 bulbs to planter

Lovely and dainty
bright and gay,
I'll love you always
the Hyacinths say.



Amaryllis 1 bulb to planter

My stately flowers
make quite a show,
Just add water and
watch me grow.



The verse with each variety is printed on the 4 color covers. Carrying out the gift idea and Easy-to-Grow theme.

HEWETT P. MULFORD & CO., Lebanon, Ohio

PRICE LIST - FALL 1955
MULFORD'S INDOOR FLOWERING BULBS

HEWETT P. MULFORD & CO. - LEBANON, OHIO

F.O.B. Lebanon, Ohio
order case lots only

All shipments via motor freight
to Dec. 1st - after that date
we recommend express

PAPER WHITE NARCISSUS, YELLOW NARCISSUS and CHINESE SACRED LILIES

Select bulbs are packed in 3" x 3-3/4" x 6-1/2" cardboard cartons and wrapped with sparkling cellophane on a packaging machine. The colorful illustrations show the flowers in full bloom. Complete directions for growing on every box.
Shipments start Oct. 1st.

Stock No.	Item	Unit Cost	No. Per Case	Cost Per Case	Approx. Weight
21	Paper White Narcissus 3 bulbs 13-15 ctm.	.15	48	7.20	18 lbs.
22	Yellow Narcissus 3 bulbs 13-15 ctm.	.15	48	7.20	18 lbs.
23	Chinese Sacred Lily 3 bulbs 13-15 ctm.	.15	48	7.20	18 lbs.
24	Combination Case 24 Paper White Narcissus 12 Yellow Narcissus 12 Chinese Sacred Lily	.15	48	7.20	18 lbs.

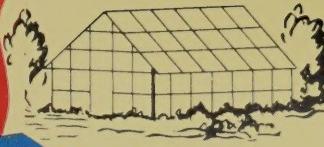
NEW WINDOW SILL BULBS

4 Easy to Grow - Easy to see varieties, preplanted in bulb fibre in plastic containers (3-1/2" x 5-3/4" x 2-3/4"). Colorful display card with each shipment.

Tips of bulbs come up through holes in the cover so that bulbs remain planted in proper growing position and easily seen for inspection by customers. No soil, no fertilizer, is required. Water is added through holes in the depressed cover, making this the most practical bulb planter ever devised. Shipments start Nov. 1st.

26	Paper White Narcissus 3 bulbs 13-15 ctm.	.22 $\frac{1}{2}$	48	10.80	21 lbs.
27	Yellow Narcissus 3 bulbs 13-15 ctm.	.22 $\frac{1}{2}$	48	10.80	21 lbs.
28	Amaryllis 1 bulb 2-1/2"	.22 $\frac{1}{2}$	48	10.80	21 lbs.
29	Hyacinths 2 bulbs 14-15 ctm.	.22 $\frac{1}{2}$	48	10.80	21 lbs.
33	Combination Case Best selling proportion 18 Paper White Narcissus 9 Yellow Narcissus 12 Amaryllis 9 Hyacinths	.22 $\frac{1}{2}$	48	10.80	21 lbs.
5	Bulk Amaryllis 2-1/2" Colorful display card with each shipment. Shipments start Oct. 1st.	.13	48	6.24	20 lbs.

Sensational Miniature Greenhouse Package MULFORD'S POTTED BULBS ARE BACK TULIPS, HYACINTHS AND DAFFODILS



Dec. Jan.
Feb. & Mar.
Sales

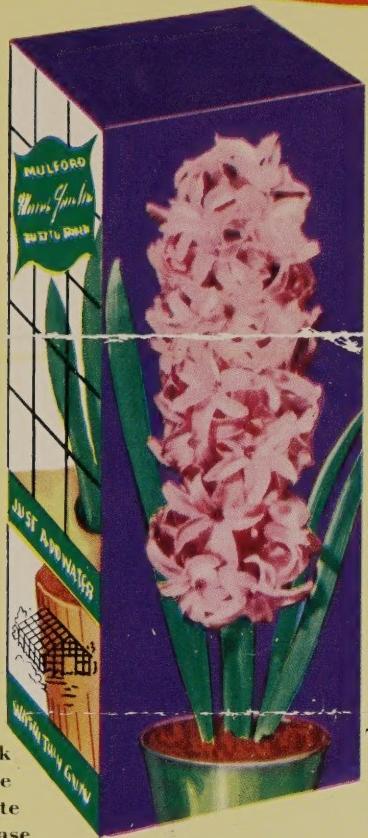
SPACE
YOUR
SHIPMENTS

WE
RECOMMEND

Dec. 24th
Jan. 1st
Jan. 15th
Feb. 1st
Feb. 15th
Mar. 1st
Mar. 10th

Right is reserved
to ship later if
bulbs are late in
maturing.

Bulb pkg.
 $2\frac{3}{4} \times 2\frac{3}{4} \times 7\frac{1}{2}$ "



PB1
24 Pink
24 Blue
24 White
72 per case
Hyacinths



PB2
36 Red
22 Pink
14 Yellow
72 per case
Tulips



PB3
72 per case
Daffodils

PB123 COMBINATION CASE — 72 UNITS (Assorted Colors)
40 Hyacinths - 20 Tulips - 12 Daffodils to a case

All Shipping weights approx. 24 lbs. F.O.B. Lebanon, Ohio

This miniature greenhouse package created for fast sales is the most revolutionary idea ever developed for selling potted bulbs. The package is completely wrapped with transparent material and sealed to keep bulb in perfect growing condition until ready to bloom. Admission of light from two sides keeps plant healthy and allows full view of the new, colorful light weight aluminum pot and the growing bulb.

IMPORTED BELGIAN BEGONIAS WITH GROWING SOIL EASY TO GROW



DOUBLE FLOWERING
BELGIAN
BEGONIAS

The popularity of the Tuberous Rooted Belgian Begonia has increased tremendously. These large Bulbs 1 1/2 to 2" in diameter are packed with special growing soil (sufficient to fill a 4" pot) insuring success for growing this wonderful plant.

PB5 36 UNITS PER CASE

Shipping weight 23 lbs. F. O. B. Lebanon, Ohio

Pkg. Size
 $5\frac{1}{2} \times 8\frac{1}{2} \times 1\frac{3}{4}$ "

(FANCY-LEAVED) CALADIUMS WITH GROWING SOIL

EASY TO GROW

Pkg. Size
 $5\frac{1}{2} \times 8\frac{1}{2} \times 1\frac{3}{4}$ "

PB56 COMBINATION CASE
18 Tropical Caladiums 18 Double Flowering Belgian
Begonias

Shipping weight approx. 23 lbs. F. O. B. Lebanon, Ohio

Growing of these exotic foliage plants is made easy by including special soil (sufficient to fill a 4" pot) insuring success for easy growing. This is a beautiful traffic stopper package. Bulb size 1 1/2 to 2" in diameter.



PB6 36 UNITS PER CASE

Shipping weight 23 lbs.
F. O. B. Lebanon, Ohio

FEB.
MARCH
SALES
SHIPPING
DATES
FEB. 1
TO
MARCH 15

SPACE
YOUR
SHIPMENTS

HEWETT P. MULFORD & CO., Lebanon, Ohio

ALL SHIPMENTS
F. O. B. LEBANON, OHIO

